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Keynotes: (Public) ①

Public strategies provided by industry experts who presented at one of the many conferences listed during this years show.

Web Publishing Conference: (Public) ② → Publishing Strategies Conf.
Monday - Tuesday, March 1 - 2
Develop successful Web strategies using the latest tools and techniques.

Publishing Strategies Conference: (Public) ③ → Web Publishing Conf.
Thursday - Friday, March 4 - 5
Position your company for the future - equip yourself to make the right strategic short-and long-term business decisions.

Best Practices Conference: (Public) ④
Thursday - Friday, March 4 - 5
Master the latest digital technologies in order to boost your productivity and improve you bottom line.

Special Interest Days: (Public) ⑤
Tuesday - Thursday, March 2 - 4
Drill down into new technologies and applications during full day courses.

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Keynotes

Boston 1999 Keynotes Calendar

Monday, March 01, 1999	
09:30 AM - 10:30 AM	Publishing Strategies Conference Keynote Transcript (HTML 78k)
Tuesday, March 02, 1999	
08:30 AM - 10:00 AM	Adobe Keynote Transcript (HTML 77k)
Wednesday, March 03, 1999	
08:30 AM - 10:00 AM	Quark Keynote Transcript (HTML 108k)
Thursday, March 04, 1999	
09:00 AM - 10:30 AM	Web Publishing Conference Keynote Transcript (HTML 82k)
09:00 AM - 10:30 AM	Best Practices Conference Keynotes (no transcript available)

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Web Publishing Conference

Boston 1999 Web Publishing Conference Calendar

Track	Business/Marketing	Corporate	Design/Authoring	Web Producer/Developer
Thursday, March 04, 1999				
09:00 AM - 10:30 AM	Web Publishing Conference Keynote Transcript (HTML 82k)			
11:00 AM - 12:30 PM	Branding Building Across Media Transcript (HTML 75k)	Mass Customization Techniques in Corporate Web Publishing Transcript (HTML 86k) Dan Cota (ZIP 2197k) Jennifer Maher (PPT 316k)	Designing the News Online: Lessons from Leading Large-Scale Content Sites Transcript (HTML 78k)	Managing Web Site Projects and Teams Transcript (HTML 82k) CJ Yem (PPT 42k) David Forrester (PPT 94k) Jim Black (PPT 82k)
02:30 PM - 04:00 PM	Installed Base Marketing Transcript (HTML 74k) Mansoor Zakaria (PPT 635k)	Turning Content Into Service Transcript (HTML 19k)	Designing Customizable Web Environments: Design Strategies for Dealing with Dynamic Data Transcript (HTML 76k) Karen Sideman (PPT 1038k)	Managing the Web Creative Design Process Transcript (HTML 19k)
04:30 PM - 08:00 PM	E-mail Based Newsletter Businesses Transcript (HTML 91k) Hans Brondmo (PPT 1306k)	Meeting the Web Publishing Demands of Non-Publishers Transcript (HTML 83k) Pat McGrew and Bill McDaniel (PPT 124k)	Designing Sites That Sell: Creating the Online Shopping Experience Transcript (HTML 77k)	Content Management Strategies: Tools and Processes Transcript (HTML 84k) Ron Cagenello (PPT 272k)
Friday, March 05, 1999				
09:00 AM - 10:30 AM	Outsourcing 101 Transcript (HTML 72k) CJ Yem (PPT 42k) Matt Cohen (PPT 125k)	Application Update: Corporate Electronic Catalogs Transcript (HTML 81k) Eric Severson (PPT 1735k) Phil Gibson (PPT 1771k)	Designing for Online Communities: Practical Lessons for Developing Co-Created Spaces Transcript (HTML 73k) Barry Kort (HTML 6k)	Managing Dynamic Database-Driven Web Sites Transcript (HTML 79k) Paul Beyer (PDF 678k)
11:00 AM - 12:30 PM	What Sells: Increasing Transactions and Views Transcript (HTML 89k) Phil Gibson (PPT 2092k)	Measuring Performance: How to Know that Content Works Transcript (HTML 84k) Allison Hartsoe (PPT 102k) Bill Zoellick (PPT 88k)	Designing Site Search & Visualization: New Approaches to Visualizing Transcript (HTML 50k) Rich Conley (PPT 154k)	System Architecture Planning and Management Transcript (HTML 12k) Brian Terry (PPT 23k)
01:30 PM - 03:00 PM	Queueing & Caching: Scaling Service to Meet Demand Transcript (HTML 84k)	Innovation in Corporate Web Publishing Transcript (HTML 82k) Daniel Appelquist (PPT 66k) Paul Pangaro (PPT 452k)	Interface Innovations: What's Next for Online Design? Emerging Design Technologies for the Next Five Years Transcript (HTML 65k)	Managing E-Commerce Systems Transcript (HTML 75k) Markus Stamm (PPT 287k) Randy Von Feldt (PPT 156k)
03:30 PM - 05:00 PM	Web Publishing Conference Closing Session: Bringing it All Back Together Transcript (HTML 92k)			

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Publishing Strategies Conference

Boston 1999 Publishing Strategies Conference Calendar

Track	Facing the Future	Growth Opportunities	New Technologies and Practices
Monday, March 01, 1999			
09:30 AM - 10:30 AM	Publishing Strategies Conference Keynote Transcript (HTML 78k)		
11:00 AM - 12:30 PM	Media-Independent Publishing: Tools and Techniques Transcript (HTML 55k) Kevin Hannon (PPT 47k)	Digital Printing: Adding Pod Services into Your Business Transcript (HTML 85k) Barbara Pellow (PPT 7693k) Dave de Bronkart (PPT 3860k) Joe Webb (PPT 227k)	Print/E-Commerce: Models for the Web Transcript (HTML 83k) Eric Bean (PDF 3075k) ✓ Mills Davis (PDF 125k) ✓ Nimish Mehta (PPT 540k) ✓ Royal Farros (PPT 1327k) ✓
02:30 PM - 04:00 PM	Electronic Books: Five Competing Approaches Transcript (HTML 84k) Daniel Munyan (PPT 1457k) Dennis McNannay (PPT 146k) Len Kawaii (PPT 76k)	CTP and Color Proofing: Making the Right Choices Transcript (HTML 89k) Bruce Harrison (PPT 4999k) Mark Doyle (PPT 604k)	Digital Photography: Fast Advances Transcript (HTML 70k)
04:30 PM - 06:00 PM	CIM: Where Are We Headed? Transcript (HTML 78k) Guy Johnson (PPT 50k) Jurgen Schonhut (PPT 144k) Phil Nelson (PPT 2122k)	To Acquire or To Be Acquired: Is That the Question? Transcript (HTML 88k) Thad McIlroy (PPT 155k)	Print vs. the Web: Finding the Ideal Balance Transcript (HTML 69k)
Tuesday, March 02, 1999			
11:00 AM - 12:30 PM	The Future of Publishing Transcript (HTML 29k)	Asset Management: Business and Service Strategies Transcript (HTML 80k) Behzad Ilchi (PPT 109k) Bruce Ganger (PPT 63k) Marc Mandel (PPT 56k) Paul White (PDF 53k)	Next Generation Page Layout Tools Transcript (HTML 30k) Don Lohse (PPT 63k)
02:30 PM - 04:00 PM	Automated Color Control Transcript (HTML 23k) Dave Hunter (PDF 65k) John Sweeney (ZIP 4979k)	Asset Management: Seven Minutes with an Asset Management Vendor Transcript (HTML 71k) George Alexander (PPT 44k) Michael Denley (PPT 203k) Paul Beyer (PDF 1144k) Robert Codwin (PPT 713k) Scott Bowen (PPT 4240k) Sioux Fleming (PPT 42k)	Integrating Asset Management with Workflow Systems Transcript (HTML 22k) Jeff Boldt (PPT 283k) Jennifer Neumann (PPT 311k) Tom Houser (PDF 163k)
04:30 PM - 06:00 PM	Rights Management: Controlling Copyrights on the Electronic Frontier Transcript (HTML 81k) Bill Rosenblatt (PPT 288k) Brad Husick (PPT 1746k) Evan Messinger (PPT 5090k) Norman Paskin (PPT 138k)	Variable Data Printing: In-Depth Case Studies Transcript (HTML 70k) Dave deBronkart (PPT 3679k) David Broudy (PDF 934k)	PDF and Acrobat - Latest Developments Transcript (HTML 10k) Stephan Jaeggi (PDF 122k)

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Best Practices Conference

Boston 1999 Best Practices Conference Calendar

Track	Infrastructure	Managing the Flow	Processes
Thursday, March 04, 1999			
09:00 AM - 10:30 AM	Best Practices Conference Keynotes		
09:00 AM - 10:00 AM	Best Practices Conference Opening Session: Implementing Best Practices in the Publishing Industry Transcript (HTML 56k)		
10:30 AM - 12:00 PM	Connectivity: Buses and Networks Transcript (HTML 70k) Ed Joras (PPT 751k) H Michael Miley (PPT 289k) Phil Nealey (PPT 499k) Rodney French (PPT 99k)	Implementing Workflow Transcript (HTML 76k) Scott Lifschin (PPT 46k)	Color Control from Proof to Press Transcript (HTML 83k) Bill Easley (PDF 1143k) Greg Irvin (PPT 380k)
02:00 PM - 03:30 PM	Connectivity: Intranets, Extranets, and Private Networks Transcript (HTML 81k)	Preflight: Latest Tools and Procedures Transcript (HTML 91k) Eddy Martinez (PPT 68k) Hal Hinderliter (PPT 218k) James King (PDF 197k) Jose Andrade (PDF 409k)	Color Management: Lessons Learned Transcript (HTML 75k) Irene Mauch (PPT 3110k) Michael Kieran (PDF 151k) W Morgan Rockhill (PPT 1060k)
04:00 PM - 05:30 PM	The Server Shootout Transcript (HTML 41k) Kristina DeNike (PPT 177k) Scott Bowman (ZIP 66k)	PDF: Building a PDF Workflow Transcript (HTML 67k) Anne Nickinello (PPT 1329k)	Scripting for Production Automation Transcript (HTML 71k)
Friday, March 05, 1999			
09:00 AM - 10:30 AM	Asset Management: Building the Archive Transcript (HTML 85k)	RIP-Once Workflows Transcript (HTML 83k) Neil O'Callaghan (PPT 488k)	Lessons Learned from the Packaging Industry Transcript (HTML 69k) Beecher Lamb (PPT 1629k) Dennis Mehta (PPT 6925k) Doug Bartlett (PPT 1936k)
11:00 AM - 12:30 PM	CTP: Equipment/Processes Transcript (HTML 85k) John Zarwan (PPT 70k)	Asset Management: Designer/Publisher Issues Transcript (HTML 80k) Maggie Brenner (PDF 1154k) Tony Freeman (PPT 42k)	Variable Image Design and Production Transcript (HTML 92k) John Sisson (PPT 376k) Val DiGiadinto (PPT 3209k)
01:30 PM - 03:00 PM	RFP for CTP: 4-up Platesetters Transcript (HTML 84k)	Staffing and Training Transcript (HTML 80k)	Mixed-Platform Management Transcript (HTML 79k)
03:30 PM - 05:00 PM	RFP for CTP: 8-up Platesetters Transcript (HTML 78k) David Brown (PPT 1808k) Michael Platt (PPT 96k)	Rights Management: Systems and Practices Transcript (HTML 14k) Bruce Waterman (PPT 268k) Daniel Gervais (PPT 73k) Laura Gale (PPT 110k) Maureen Adamson (PPT 60k)	How'd They Do That? Dissecting Three Great Publications Transcript (HTML 42k) Paula Tognarelli (PDF 733k)

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